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## ABSTRACT OF THE DISCLOSURE

A power feed portion includes a power storage portion and a power generating portion. The power storage portion includes a storage battery. The power feed portion feeds electric power to a plurality of on-vehicle loads. In cases where the sum of feedable electric power is smaller than the sum of required electric power or in cases where an electric quantity related to the sum of feedable electric power is smaller than an electric quantity related to the sum of required electric power, a control portion increases the sum of feedable electric power or decreases the sum of required electric power. The sum of feedable electric power is equal to electric power which can be fed from the power feed portion to the onvehicle loads, and which contains electric power generated by the power generating portion and electric power feedable from the storage battery.